VALUES, ATTITUDES AND BEHAVIORS

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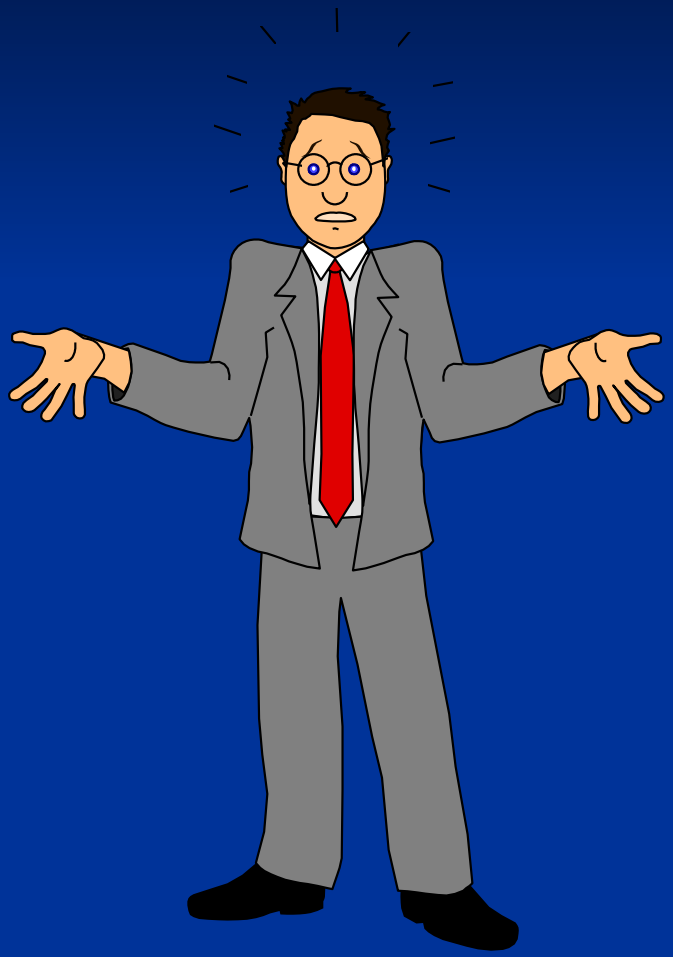
Overview

- Define values, attitudes, behaviors and beliefs
- Explain the importance of beliefs, values, and norms
- Explain the value system and the significance of the socialization process
- Explain Louis Rath's seven value criteria
- Explain cognitive dissonance and ways to reduce it

VALUES



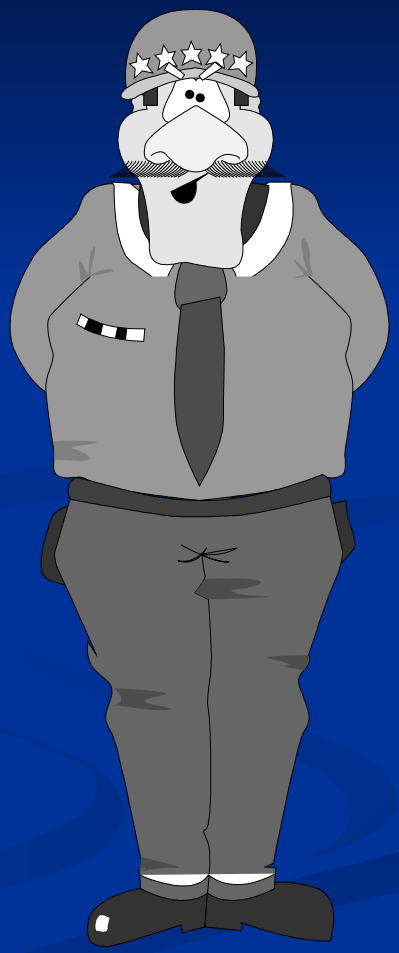
what are they?

VALUES

- Represents something important in our existence
- A type of belief, centrally located within our self-concept, about how we ought or ought not behave
- Something near, dear to me and supports my existence

Army Values

- **LOYALTY**-legitimate obligation
- **DUTY**-laws, rules, regulations
- **RESPECT**-regard and recognition of dignity
- **SELFLESS SERVICE** -signifies the proper ordering of priorities
- **HONOR**-state of character
- **INTEGRITY**-private moral code
- **PERSONAL COURAGE** -physical and moral courage



Value System

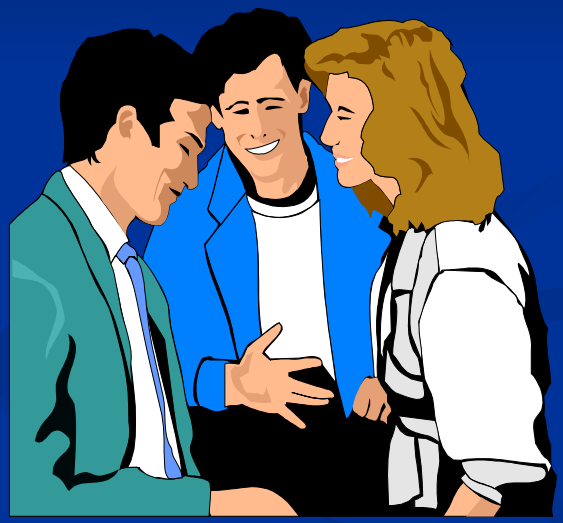
- A set of values adopted by an individual or society influencing the behavior of the individual or members of the society.
- Comprised of six categories:
  - Personal
  - Social
  - Political
  - Economic Values
  - Religious
  - Socialization

Categories of Values

- **Personal Values**
  - representative of an individual's moral character

Categories of Values

- **Social Values**
  - Folkways- values people accept out of habit
  - Morals- morality which governs values
  - Institutional- ways or practices set up under law
  - Taboos- the emphatic do's and don'ts of a particular society



Categories of Values

- **Political**
  - “American Way”, public service, voting, civic responsibility
- **Economic**
  - Such mediums as equal employment, stable economy, money, private property, pride of ownership, and taxes

Categories of Values

- **Religious**
  - Characterized by reverence for life, human dignity and freedom of worship
- **Socialization**
  - Major source of individual values

Louis Rath's Value Criteria

- First area…"choose"
- Second…"act"
- Then…"repeat because of meaning"

Louis Rath's Value Criteria

- **Choosing Freely**
  - No one can force you into a value
- **Choosing from alternatives**
  - Choosing after consideration of the consequences
- **Choosing after the thoughtful consideration**
  - Being committed to the choice
- **Prizing and cherishing**
  - Being happy with your choice

Louis Rath's Value Criteria

- **Affirming**
  - Letting others know where you stand
- **Acted upon**
  - Your actions speak louder than words
- **Repeated**
  - Consistent in your pattern of life

Attitude

A state of mind or feeling with regard to some matter

Characteristics of Attitude

- **Difficult to measure**
  - Indicated by behavior, reactions to individual situations, social values
- **May create inflexibility and stereotypes**
  - Based on inconsistencies, incorrect assumptions or other false data
- **Demonstrated by behavior**

Characteristics of Attitude

- Formed largely from the continuous process of socialization
- Positive or negative
- Once formed not easily changed
  - Takes a SEE, new conditions, new experience, and new information
  - Attitudes may be affected by age, position, and education

Behavior

The manner of conducting oneself. The response of an individual or group to it’s environment.

BETARI Box Model

Cognitive Dissonance

- A state of internal tension that results from an inconsistency between any knowledge , belief, opinion, attitude or feeling about the environment, oneself of one's behavior. It is psychologically uncomfortable.

  - **Cognitive**- being reduced to factual knowledge; act or process of knowing including both awareness and judgment.

  - **Dissonance**- lack of agreement, inconsistency between one's actions and one's belief

COGNITIVE DISSONANCE

knowledge

oneself

belief

Inconsistency between:

one's behavior

opinion

attitude

environment

feeling

Ways to Reduce "Cognitive Dissonance"

Avoidance

Denial

Change

Example of the Process

- SFC Jones is unhappy that women are now assigned to his unit because he feels that females cannot handle stressful emergency situations. Then during a situation one female functions well during an emergency.
- SFC Jones experiences cognitive dissonance.
- How does Jones reduce this?

Example of the Process

- **Avoidance**- SFC Jones delegates responsibilities so he doesn't have to come in contact with females, or asks for a transfer.
- **Denial**- SFC Jones passes this off as an exception to the rule
- **Change**- SFC Jones thought females could not perform under stress, but he was wrong.
- ***Have you experienced this?*** Now you know the big words for what happened to you.

Beliefs/Norms

- **Beliefs** are assumptions or convictions you hold as true about some thing, concept or person.

- **Norms** are the rules or laws normally based on agreed-upon beliefs and values that members of a group follow to live in harmony.

  - **Formal**- official standards or laws that govern behavior.
  - **Informal**- unwritten rules or standards that govern the behavior

Summary

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